



**IMPACT
504**

12-MONTH **IMPACT** REPORT **IMPACT504**

The Urban Launchpad for Community Success

August **2024** - August **2025**



Spreading LOVE,
Bringing HOPE,
Changing LIVES.



OUR MISSION.

Our Mission is to empower communities through innovative solutions and collaborative efforts. We strive to create sustainable change by addressing critical social and economic challenges.

Our commitment is to foster inclusivity, drive impactful initiatives, and inspire individuals to contribute to a better future for all.



OUR VISION.

Our Vision is to be a catalyst for transformative change, fostering resilient and thriving communities.

We envision a future where every individual has the opportunity to reach their full potential with a passionate and worthy calling to give of their time and resources, and where community stakeholders lead in collaborative efforts to create sustainable and equitable community growth and development. Through innovation, dedication, and inclusivity, we aim to create a lasting impact that inspires and uplifts generations to come.



OUR HISTORY.

Percy Marchand, a lifelong resident of Gert Town and whose family has lived on Audubon Street for over a century, grew frustrated with the lack of local opportunities for residents to engage, gather, and grow. In 2021, driven by a deep love for his community, Percy—alongside family and friends—began hosting free programs and events right from the Marchand family home, creating a space where neighbors could connect, learn, and thrive.

What started as a grassroots effort quickly grew into a movement. Each year, the IMPACT expanded—drawing hundreds of residents and forming partnerships with community stakeholders.



OUR IMPACT.

IMPACT
504

Distributed **over 10,000** products (Hygiene Kits, Waters, Sports Drinks, Snacks, Undergarments) to New Orleans **underhoused and underserved** populations.

Hosted **over 100** group fitness and health sessions - producing **over 1,000** contact hours filled with instructor- led workouts, health and wellness talks, and social interactions.

Had a direct IMPACT on **over 3,000 youth, adults, and seniors** through our large-scale community events.

Equipped recipients with **over 5,000** essential living items including clothing, footwear, seasonal outerwear, and personal accessories in **underserved** communities.

Contributed **over 1,500** service hours to the community through the hard work, sacrifice, and dedication of **over 100** volunteers.

Adopted **13** deserving local **families** providing **\$5,000** in gifts and essential items and distributed **over 500** toys during WinterFest504.

Partnered with **over 75** local **organizations, businesses, and community stakeholders** to deliver resources to the 504!



OUR ADMINISTRATION.



PERCY MARCHAND, Founder and President/CEO of IMPACT504, is a lifelong Gert Town resident with over 20 years of experience in nonprofit leadership, education, grant writing, and entrepreneurship. A graduate of Loyola University and St. Augustine High School, Percy has held leadership roles in organizations focused on youth development, community service, and strategic growth. Inspired by his parents' legacy of service, he founded IMPACT504 to address the lack of resources in his own neighborhood. Under his leadership, the organization has earned 501(c)(3) status, built a strong board, secured grant funding, and launched impactful programs that continue to uplift Gert Town and greater New Orleans.



BRANDON BILLY, Associate Director of IMPACT504, is a dedicated Gert Town native with over a decade of experience in management, operations, community engagement, and business consulting. He helps oversee daily programming, food assistance, and youth development efforts, ensuring efficient and impactful service delivery. With a strong background in the restaurant industry and economic development, Brandon brings valuable expertise to strengthening local systems. His commitment to empowering youth and uplifting his neighborhood makes him an essential leader in IMPACT504's mission.



LAKENYA ROBERSON brings over two decades of leadership in community organizing, labor advocacy, and strategic development to her role as IMPACT504's Director of Development. With a Master's in Human Resource Management and a Bachelor's in Business Management from Webster University, she has led impactful campaigns across Missouri and Louisiana. Her work with the Industrial Areas Foundation and UFCW Local 655 showcases her ability to build institutional power, mobilize communities, and drive legislative change. A recipient of the Dr. Martin Luther King Jr. Human Rights Award, LaKenya is deeply committed to justice and equity, serving in key roles with organizations such as the Coalition of Black Trade Unionists, Alpha Kappa Alpha Sorority, and the Plessy & Ferguson Initiative. Her proven track record in fundraising, coalition-building, and grassroots strategy makes her an invaluable asset to IMPACT504's mission.



JORDAN HIGGINS is IMPACT504's Brand Specialist and Social Media Manager, currently studying Marketing at Loyola University New Orleans with a minor in Mass Communications. As Digital and Strategy Director at The Shawn M. Donnelley Center, she brings strong expertise in strategic communications. Passionate about shifting narratives and eliminating barriers, Jordan uses marketing to drive meaningful change and foster inclusive community engagement.



KACEY HORTON is a dedicated IMPACT504 intern and graduating senior at the University of Louisiana at Lafayette, concentrating in behavioral health. Passionate about community wellness, she aims to teach youth the importance of healthy physical and mental choices. Her academic focus and hands-on involvement with IMPACT504 equip her with the skills and experience to become a strong advocate for health and wellness in underserved communities.

A WORD TO OUR FRIENDS, SUPPORTERS, AND COMMUNITY PARTNERS.

August 2025

Over the past 12 months, **IMPACT504** has made tremendous progress in serving New Orleans. From receiving our 501(c)(3) status to launching new programs and expanding outreach, our growth has been fueled by community support and a commitment to spreading love, bringing hope, and changing lives.

We celebrated our first **Giving Tuesday** and **GiveNOLA Day**, raising over \$9,000 from nearly 180 donors and earning recognition for donor engagement. We introduced a strong 13-member **Board of Directors** and received our first grant—\$20,000 from the **Gert Town Community Grant Fund**.

Our programming expanded with **IMPACT5/04 Day**, **Keep Gert Town Safe**, and **Krewe de Charité** events, including holiday and back-to-school giveaways that reached hundreds of families.

Our signature events, **BOO!Dat504** and **WinterFest504**, reached new heights with performances by **Xavier University's Golden Sound Marching Band**, partnerships with **Toys for Tots**, and an expanded parade route that included both sides of the tracks. We added performances by **Stilt Walker: Life of Sabreen**, the **Junior Buck Jumpers**, **610 Stompers**, **Women of Wakanda**, **Boss Bratz**, **Blazin Cheetahs**, **Royal Heat**, and **MnM Dance Teams**, and introduced new signature throws including handmade hats, a commemorative ornament, and a parade cup—all while simulcasting live on **WBOK Radio**. **BOO!Dat504** was also the cover story for **The Advocate**.

We were honored to welcome elected officials who attended and supported our events, including **Congressman Troy A. Carter Sr.**; **City Council Members Eugene Green II, Lesli Harris, Helena Moreno, and Oliver Thomas**; **State Senator Royce Duplessis**; **State Representatives Delisha Boyd, Alonzo Cox, Mandie Landry, and Shaun Mena**; **Constable Edwin M. Shorty Jr.**, and **Clerk of Court Darren Lombard**.

We're deeply grateful to our media partners—**WWL, WDSU, WVUE, WGNO, WBOK**, and **The New Orleans Advocate**—for amplifying our message and helping us reach more supporters and volunteers.

Looking ahead, we're excited to launch two new youth programs: **Urban Roots**, focused on farming and cooking, and **Shoot Balls Not Bullets**, a basketball and life skills initiative. We're also beginning efforts to **acquire buildings and land** to serve as a launchpad for community dreams.

None of this is possible without our donors, volunteers, sponsors, and partners. Your continued and increased support is essential to sustaining and growing our work. Together, we can build a stronger, safer, and more vibrant 504.

*From Dreams, Thoughts, and Words to Unimaginable Realities and Successes,
we are committed to bringing* **TRUE COMMUNITY IMPACT.**

THE IMPACT504 BOARD OF DIRECTORS AND ADMINISTRATION



OUR BOARD OF DIRECTORS.



JORNEA ARMANT (BOARD MEMBER)

Jornea Armant is a tech-savvy educator with 20+ years of experience, formerly leading engagement at Microsoft Learning. She's passionate about equity in education and integrating AI to transform learning. Her background spans teaching, coaching, and presenting globally, and she brings a deep commitment to innovation and mentorship that aligns with IMPACT504's youth-focused mission.



DR. SHANIKA "TRU" BEATTY (TREASURER)

Dr. Shanika Beatty is a pharmacist and entrepreneur with strong ties to Gert Town through her Xavier University roots and her craft store, House of Vinyl. A Katrina survivor, she's dedicated to rebuilding and investing in the community. Her creativity and financial insight support IMPACT504's growth and sustainability.



SHERMAN BUNCH (VICE-CHAIR)

Sherman "Chef Sherm" Bunch is a transportation and culinary entrepreneur with decades of experience and a heart for service. Through food and outreach, he supports local causes and uplifts Gert Town residents. His leadership and community spirit are vital to IMPACT504's hands-on programming.



JEANINE FREEMAN (BOARD MEMBER)

Jeanine Freeman is a Peer Support Specialist and Army veteran who advocates for unhoused veterans through the VA HUD/VASH Program. Her work with local agencies and her church reflects her deep compassion and commitment to service, making her a powerful voice in IMPACT504's housing and wellness efforts.



TYLER JOHNSON (BOARD MEMBER)

Tyler Johnson is a pharmacist and co-founder of H.E.A.L, a nonprofit supporting students through financial literacy and wellness education. A Xavier alum, he's passionate about advocacy and health equity. His expertise strengthens IMPACT504's health initiatives and community outreach.



CAROLYN LE, LMSW, MPH (SECRETARY)

Carolyn Le is a College Success Coach and social work advocate with a background in trauma, behavioral health, and higher education. A Xavier and LSU alumna, she's passionate about empowerment and storytelling. Carolyn brings vibrant energy and a deep commitment to equity, making her a dynamic force in IMPACT504's youth and education initiatives.



ALEXANDER BRIAN MCCONDUIT (BOARD MEMBER)

Alexander McConduit is a New Orleans-based author and founder of Big Boot Media and W.R.I.T.E., a youth publishing program that turns students into authors. His work promotes literacy, entrepreneurship, and creativity, making him a valuable contributor to IMPACT504's educational and youth development efforts.



DIONDRA LEWIS, MSW (BOARD MEMBER)

Diondra Lewis is a school social worker with nearly 20 years of experience supporting New Orleans youth. She founded Black Girls Get It Done and the G.E.M.S. Project to empower young women through mentorship and creative education. Her dedication to student success and community uplift aligns strongly with IMPACT504's mission.



EUGENE A. PRIESTLEY, MBA (BOARD MEMBER)

Eugene Priestley is a seasoned executive with over 25 years in the oil and gas industry and extensive board leadership experience. Raised in Gert Town and a Xavier and Tulane alum, Eugene brings strategic insight and a deep personal connection to the neighborhood, helping guide IMPACT504's long-term vision and impact.



NICHOLAS H. REESE, M.A. (BOARD MEMBER)

Nicholas Reese is a behavioral health researcher and doctoral candidate focused on racial disparities in mental health. A Xavier alum, he led youth mentorship programs in Gert Town and co-founded Vincent's Vault to fight food insecurity. His expertise and commitment to health equity are central to IMPACT504's wellness initiatives.



DR. CIERA S. SINGLETON (CHAIR)

Dr. Ciera Singleton is a STEM professional and Xavier alum with over 15 years of experience in cancer research and medical science. A proud New Orleanian, she's passionate about improving health outcomes and increasing diversity in STEM. Her leadership drives IMPACT504's mission to uplift underserved communities.



GINA SWANSON GRAY (BOARD MEMBER)

Gina Swanson Gray is a seasoned journalist and proud New Orleanian, known for her insightful reporting at WDSU and her academic background in mass communication and political reporting. A graduate of LSU and Northwestern, Gina brings a deep understanding of public affairs and a strong commitment to community service through her work with IMPACT504.



SUNDIATA WASHINGTON (BOARD MEMBER)

Sundiata Washington is an engineer at Boeing and a passionate youth advocate. A former NAACP chapter president at Tuskegee University, he blends technical expertise with community leadership. His initiatives, like the Literacy Explosion, reflect his dedication to empowering youth—values he brings to his role with IMPACT504.



OUR PROGRAMS.



KREWE DE CHARITÉ is a signature outreach initiative by IMPACT504 that brings essential resources directly to underserved New Orleans communities through mobile giveaways and compassionate service. Held on select Saturdays and during community events, volunteers distribute water, snacks, hygiene kits, clothing, and shoes—meeting urgent needs while fostering empathy and connection. More than just a donation drive and giveaway, Krewe de Charité strengthens community bonds and offers meaningful engagement for recipients, volunteers, donors, and supporters who help advance IMPACT504’s mission to spread love, bring hope, and change lives.



HEALTHY504 is IMPACT504’s wellness initiative providing free health education, screenings, fitness events, and nutrition resources in underserved New Orleans communities. Through local partnerships, it also offers mental health support, stress management, and holistic healing—bringing accessible wellness directly to neighborhoods and advancing IMPACT504’s mission to spread love, bring hope, and change lives.



MOVE504 offers free group workouts at Norwood Thompson Park and City Park. Each week participants take steps on their journey to optimal health and are encouraged to work out throughout the week. The program will soon offer equipment to participants to encourage at-home workouts and fitness.



KEEP GERT TOWN SAFE is IMPACT504’s proactive initiative to help residents prepare for hurricane season with confidence and care. The program provides vital storm preparation tips, evacuation steps, and readiness resources. By collecting up to date household data, IMPACT504 can assist responders and agencies better align resources with needs in the event of a disaster, ensuring that support reaches those who need it most. The program empowers the community to stay informed, prepared, and protected.



IMPACT 5/04 DAY WEEKEND OF SERVICE is held annually on the weekend / week of May 4th (5/04), encouraging individuals, families, and organizations to uplift New Orleans through acts of kindness and volunteerism. From donating clothes to mentoring youth or feeding the unhoused, participants are invited to “move the 504ward” and make a difference in their communities.

BOO!DAT504 HALLOWEEN EXTRAVAGANZA is a vibrant, family-friendly celebration held annually in the heart of New Orleans. Hosted on the 2900 block of Audubon Street, this free event transforms the neighborhood into a festive Halloween wonderland. Rooted in community empowerment, the event brings together families, children, and local partners for an unforgettable day of joy, creativity, and connection.

The event features a haunted house, costume contests, delicious food, live music, and a variety of engaging activities—including STEM-based learning stations that blend fun with education.

More than just a party, BOO!Dat504 is a platform for local healing and support. It serves as a safe and inclusive space for families to come together and celebrate in unity while advocating and raising resources for Domestic Violence Survivor organizations during Domestic Violence Awareness Month (October)

Through partnerships with local organizations IMPACT504 ensures that the event also provides access to valuable resources and services. With its blend of entertainment, education, and outreach, BOO!Dat504 exemplifies IMPACT504's mission to spread love, bring hope, and change lives across the 504.

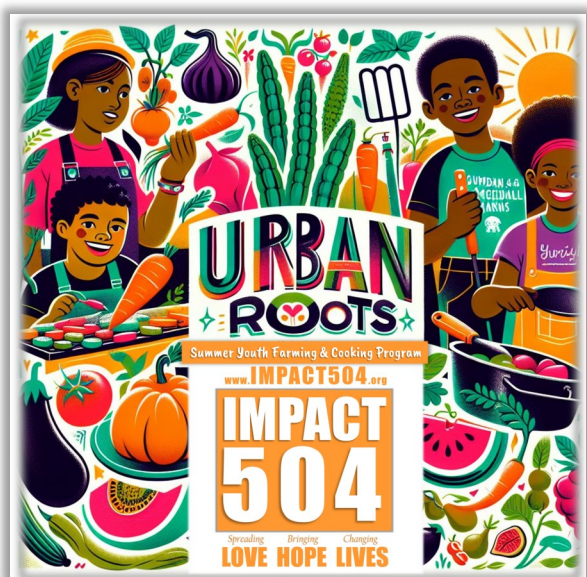


WINTERFEST504 CHRISTMAS PARADE AND GIVEAWAY is a joyful holiday event hosted by IMPACT504 in the Gert Town community. Families enjoy a festive day of arts & crafts, performance, food, and a Christmas parade, along with giveaways and kid-friendly games and activities—all in a safe, welcoming space that celebrates the magic of Christmas!

More than a celebration, WinterFest504 supports families in need by providing essential resources and spreading holiday cheer—annually adopting over a dozen local families. Through community partnerships, the event promotes unity, resilience, and IMPACT504's mission to uplift and empower during the season of giving.



BE ON THE LOOK OUT **LAUNCHING 2026...**



IMPACT 504

OUR WORDS IN ACTION.

Krewe de Charité'



HEALTHY 504





The 4th Annual **BOO! DAT 504**

The 3rd Annual *Winter Fest 504*



OUR COVERAGE

We are deeply grateful to our local media partners for helping amplify **IMPACT504's** mission to *spread LOVE*, *bring HOPE*, and *change LIVES* across the 504.

Thanks to their support, our programs and events have reached a wider audience, increasing awareness and engagement. Over the past year, **IMPACT504** received more than **25 minutes of television coverage** (excluding rebroadcasts), **2.5 hours of radio airtime**, and was proudly featured on the **cover of The New Orleans Advocate**.



FUN AND FUNCTION

Gert Town's Boo!Dat fest benefits domestic violence victims

BY EVA JACOB BARNHOFF
Contributing writer

For more than a century, Percy Marchand's family has resided in the New Orleans neighborhood known as Gert Town. It was about four years ago, however, that Marchand said he noticed a lack of interaction among neighbors.

"I decided to take action," Marchand said. "Inspired by my brother, George, and his past Halloween events, I decided to have an event to bring the community of Gert Town together."

And so on Oct. 26 beginning at 1 p.m., the fourth annual Boo!Dat504 Halloween Extravaganza will be held in the 2900 block of Audubon Street. The free event will include a haunted house, a costume contest, food and music as well as STEM activities for kids, an interdisciplinary approach to learning that combines science, technology, engineering and mathematics.

"Last year, we had approximately 300



PROVIDED PHOTO

Christian Bolden, holding his son, Julian, looks over the treats Julian received at the 2023 Boo!Dat504 event. Julian costumed as a firefighter for the Halloween event party.

people attend the event, and this year, I hope the number grows to 500," Marchand said.

There is a serious component to the Oct. 26 celebration — the issue of domestic violence.

"I want to emphasize the importance of community and proactive solutions to learning that combine science, technology, engineering and mathematics," Marchand explained. "Financial donations, goods and a 50/50 raffle go to domestic violence shelters, and

BOO!DAT 504 HALLOWEEN EXTRAVAGANZA

WHAT: A daylong celebration with trunk-or-treating, costume contests, a haunted house, a voter registration drive, STEM activities, carnival games, food and music. Proceeds benefit domestic violence support groups.

WHERE: Oct. 26, 1 p.m. to 9 p.m. See boo-dat.com for schedule.

WHERE: 2900 block of Audubon Street, New Orleans.

Last year, we raised more than \$2,000. Our event helps to connect individuals affected by domestic violence, and survivors will be on hand to share their stories to spread the messages of hope and victory."

This year, proceeds will be shared between The New Orleans Family Justice Center and Help A Sister Out, two organizations helping victims of domestic violence.

Misty Fry is the associate director of programs and services for the New Orleans

See BOO!DAT, page 26

